



TEXAS DEPARTMENT OF HEALTH
AUSTIN, TEXAS
INTER-OFFICE MEMORANDUM

TO: Regional Directors
 Directors, Local Health Departments
 Directors, Independent WIC Local Agencies
 Herman Horn, Chief, Bureau of Regional/Local Health Operations

FROM: Barbara Keir, Director
 Public Health Nutrition and Education
 Bureau of Nutrition Services

WNE for B. Keir

DATE: September 22, 2000

SUBJECT: New Nutrition Education Materials

This memo contains descriptions of new nutrition education materials. Local agencies should receive the materials mentioned below within two or three weeks. Please give this information to your Nutrition Education and Breastfeeding Coordinators.

- **Nutrition Fact Sheet-Bottled Water and Infant Formula, WIC No. 20, Stock No. 06-10760 -**
 The fact sheet covers sterility, fluoride, distilled water, bottled-water terminology and much more. This information will help WIC educators answer participants' questions about using bottled water with infant formula. Nutrition fact sheets are intended to provide background information for staff only. They should not to be given to WIC participants.
- **Valerie's Diary, Lesson BF-000-26** • is a new breastfeeding video and lesson. *Valerie's Diary*, is a **15-minute** motivational and instructional video from Injoy Videos, available in both English and Spanish. A pregnant mother explains to her older daughter the significance breastfeeding made on their lives. Looking through the attic for the older child's crib and baby clothes, she finds a breastfeeding diary she kept with her first baby. She remembers the closeness and health benefits breastfeeding provided. The video covers positioning and latch-on, care of the breast and depicts excellent graphics to show the process of milk production. The lesson shows participants how to set breastfeeding goals to help them increase their duration rates.

New lessons include new lesson surveys for WIC staff and WIC participants. Please submit a new lesson survey from each staff person who uses these lessons for the first time, and 10 participant surveys per clinic. If you have any questions contact, Shellie Shores, Nutrition Education Consultant, at (512) 458-7111 ext. 3463, or Mary Van Eck, Nutrition Education Coordinator, at (512) 458-7111 ext. 3484.